



WEWS

ORDER

Print Date 10/29/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision **303059 /**
Original Date / Revision
 06/27/12 10/29/12
Advertiser **Brown / Democrat / Senate -**

Agency **Shorr Johnson Magnus**
Buying Contact

**1831 Chestnut Street
 Philadelphia, PA 19103**

Product
Candidate. Sherrod Brown 10.23-11
Agency Com 15%
Billing Contact
**1831 Chestnut Street
 Philadelphia, PA 19103**

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **Week # 2**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A25-54
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
UNKWN	100%
WBNX	%
WDLI	%
WEAO	%
WGGN	%
WJW	%
WKYC	%
WMFD	%
WOAC	%
WOIO	%
WQHS	%
WUAB	%
WVIZ	%
WVPX	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	55	\$89,420.00	\$105,200.00	0.00	10/01/12	10/28/12	55	\$89,420.00	\$105,200.00
November 2012	14	\$38,675.00	\$45,500.00	0.00	10/29/12	10/29/12	14	\$38,675.00	\$45,500.00
Totals	69	\$128,095.00	\$150,700.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/23/12	10/29/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	33333--	:30	15	\$700.00	P-2	0.00	NM	15	\$10,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	- 3333--	12					\$700.00		0.00			
Week:		10/29/12	11/04/12	3-----	3					\$700.00		0.00			
N 2	WEWS	10/23/12	10/29/12		CM	6-7a	22222--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00



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Contract / Revision **303059** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 10/29/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Candidate. Sherrod Brown** Estimate # **Week # 2**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F GMC 6-7a											
				M-F GMC 6-7a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 2222--	8		\$650.00		0.00						
Week:		10/29/12	11/04/12	2-----	2		\$650.00		0.00						
N 3	WEWS	10/23/12	10/29/12	M-F GMC 5-6a	CM	5-6a	22222--	:30	10	\$650.00	P-2	0.00	NM	10	\$6,500.00
				M-F GMC 5-6a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 2222--	8		\$650.00		0.00						
Week:		10/29/12	11/04/12	2-----	2		\$650.00		0.00						
N 4	WEWS	10/27/12	10/27/12	SA 7PM News	CM	7-730p	-----S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				SA 7PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S-	1		\$1,200.00		0.00						
N 5	WEWS	10/28/12	10/28/12	SU 6-630p News	CM	6-630p	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				SU 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$1,200.00		0.00						
N 6	WEWS	10/23/12	10/29/12	M-F 5-6p News	CM	5-6p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
				M-F 5-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1111--	4		\$1,200.00		0.00						
Week:		10/29/12	11/04/12	1-----	1		\$1,200.00		0.00						
N 7	WEWS	10/23/12	10/29/12	M-F 6-630p News	CM	6-630p	11111--	:30	5	\$1,800.00	P-2	0.00	NM	2	\$3,600.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1111--	4		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
2	WEWS	10/22/12-10/28/12		M-F 6-630p News	6-630p		- TWThF----	:30	(\$1,800.00)	0.00	NM				
See MG 9.6,9.7,9.8,9.9															
[na]															
3	WEWS	10/22/12-10/28/12		M-F 6-630p News	6-630p		- TWThF----	:30	(\$1,800.00)	0.00	NM				
See MG 9.6,9.7,9.8,9.9															
[na]															
Week:		10/29/12	11/04/12	1-----	1		\$1,800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
5	WEWS	10/29/12-11/04/12		M-F 6-630p News	6-630p		M-----	:30	(\$1,800.00)	0.00	NM				
See MG 9.10															
[hra/pol/p1]															
N 8	WEWS	10/23/12	10/29/12	M-F 7-730p	CM	7-730p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	5	\$6,000.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1111--	4		\$1,200.00		0.00						
Week:		10/29/12	11/04/12	1-----	1		\$1,200.00		0.00						
N 9	WEWS	10/23/12	10/29/12	M-F 730-8P	CM	730-8p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	7	\$11,400.00
				730-8p Let's Ask America											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	- 1111--	4		\$1,200.00		0.00						



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Contract / Revision **303059** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 06/27/12/ 10/29/12

Order Sep 00:20:00

Advertiser **Brown / Democrat / Senate** Product **Candidate. Sherrod Brown** Estimate # **Week # 2**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WEWS	10/23/12	10/29/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111--	:30	5	\$1,200.00	P-2	0.00	NM	7	\$11,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-1111--	4		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	-TWThF----	:30		(\$1,200.00)		0.00	NM		
See MG 9.6,9.7,9.8,9.9															
[hra/pol/p1]															
4	WEWS	10/22/12-10/28/12		M-F 730-8P		730-8p	-TWThF----	:30		(\$1,200.00)		0.00	NM		
See MG 9.10															
[n/a hra]															
6	WEWS	10/25/12-10/26/12		M-F 730-8P		730-8p	---ThF----	:30		\$1,500.00		0.00	NM		
Ⓜ MG for 9.5,7.3,7.2,9.3															
7	WEWS	10/25/12-10/26/12		M-F 6-630p News		6-630p	---ThF----	:30		\$2,500.00		0.00	NM		
[relog per by]															
8	WEWS	10/25/12-10/26/12		M-F 4-5p Dr. OZ		4-5p	---ThF----	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 9.5,7.3,7.2,9.3															
9	WEWS	10/29/12-10/29/12		M-F 4-5p Dr. OZ		4-5p	M-----	:30		\$1,000.00		0.00	NM		
Ⓜ MG for 9.5,7.3,7.2,9.3															
10	WEWS	10/29/12-10/29/12		M-SU 11-1135P Late News		11-1135p	M-----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 7.5,9.4															
Week:		10/29/12	11/04/12	1-----	1		\$1,200.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
5	WEWS	10/29/12-11/04/12		M-F 730-8P		730-8p	M-----	:30		(\$1,200.00)		0.00	NM		
See MG 9.6,9.7,9.8,9.9															
[N/A POLITICAL]															
N 10	WEWS	10/23/12	10/23/12	Tuesday Prime C Private Practice	CM	10-11p	-T-----	:30	1	\$7,000.00	P-2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$7,000.00		0.00						
N 11	WEWS	10/28/12	10/28/12	Sunday Prime C Revenge	CM	9-10p	-----S	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-----S	1		\$6,000.00		0.00						
N 12	WEWS	10/29/12	10/29/12	Monday Prime C Castle	CM	10-11p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$14,000.00		0.00						
N 13	WEWS	10/29/12	10/29/12	Monday DWS Dancing w/ Stars	CM	8-10p	M-----	:30	1	\$18,000.00	P-2	0.00	NM	1	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	M-----	1		\$18,000.00		0.00						
N 14	WEWS	10/25/12	10/25/12	Thursday Prime B Grey's Anatomy	CM	9-10p	---T---	:30	2	\$18,000.00	P-2	0.00	NM	2	\$36,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	---T---	2		\$18,000.00		0.00						
N 15	WEWS	10/23/12	10/29/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	7	\$2,400.00	P-2	0.00	NM	7	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-TWTF-S	6		\$2,400.00		0.00						
Week:		10/29/12	11/04/12	M-----	1		\$2,400.00		0.00						

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
Totals														69	\$150,700.00